



Share

15

powered by BRIGHTEDGE

# Mobile is sprinting ahead, are we prepared to measure?

Denis Scott

Senior Director of Marketing

The leading industry event by digital marketers for digital marketers

# OpenTable Background

1. OpenTable is part of the Priceline Group (PLCN)
2. The world's leading provider of restaurant reservations
3. Founded in 1998 and seated over 830 million diners
4. Seat more than 16 million diners a month
5. Drive reservations at over 32,000 restaurants

@brightedge #share15

Share



# Mobile search is growing faster than ever before

Mobile adoption **accelerates change**

1.5B

people with  
smartphones globally

87%

of millennials say their phone  
"never leaves their side"

50%

people use mobile as  
their primary device

5B

next 5B will come  
online via mobile

Google YouTube  
Google Confidential and Proprietary

Share

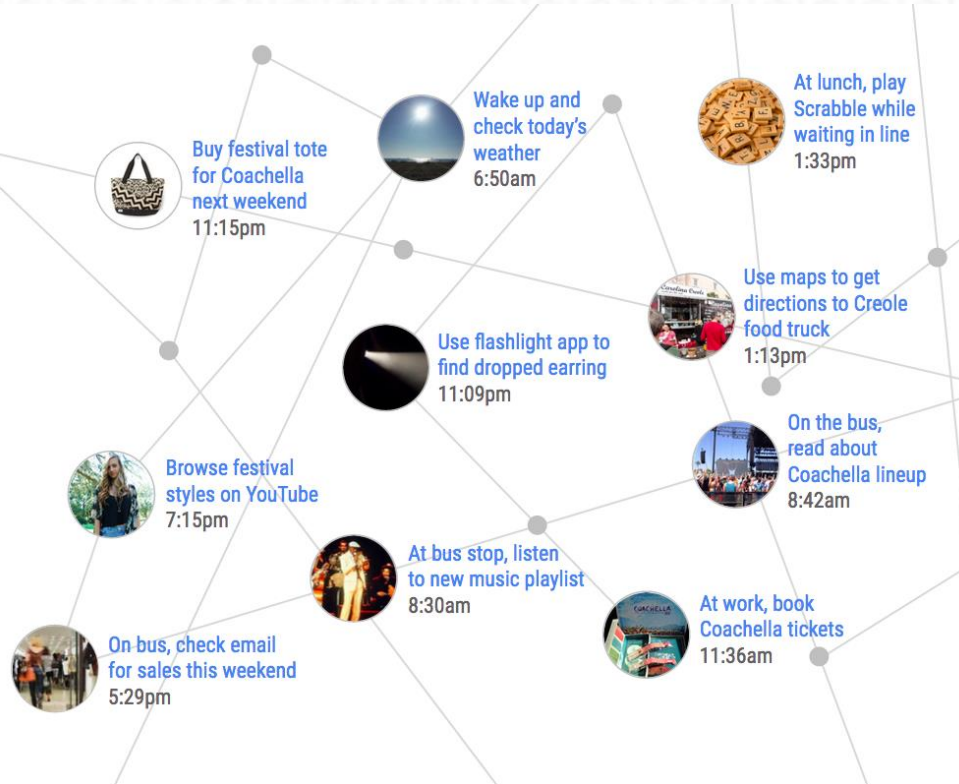


@brightedge #share15



# Mobile frequency far exceeds others platforms

150x  
per day



Kleiner Perkins Caufield Byers, May 2013

@brightedge #share15

Share



# Mobile has now matched desktop searches....



Google Search

I'm Feeling Lucky

# 50%

in 2015, in 10 Countries, searches on Google.com originating from a mobile device eclipsed 50%

Source: Jerry Dischler, Google, May 5, 2015

@brightedge #share15

Share



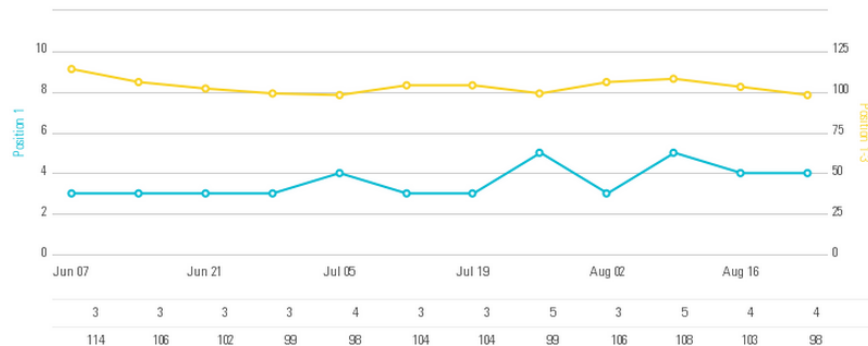
# How do we measure success in mobile?

- Tools: Do we have the right tools to measure the shift to mobile?
- User experience: Do we understand the difference in user experience with our products in mobile?
- Strategy: Do we have the right strategy to win in mobile going forward?

# Tools

- Make sure you can measure mobile web and apps correctly...rank
- Define key metrics like visits and opens
- Understand users across platform where you can
- What is different in mobile like rank and Share of Voice

Top 200 Non Brand **Mobile** Keywords Ranking Position 1 and 1-3



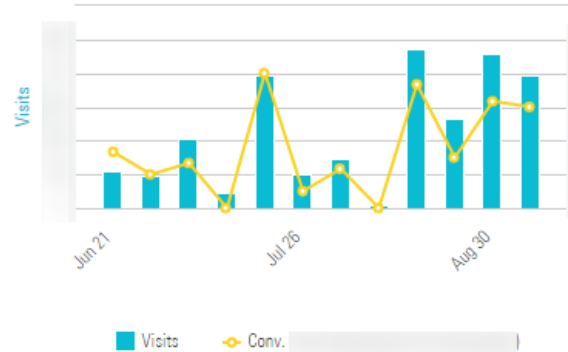
# Measurement Tools

## What is our smartphone Share of Voice?

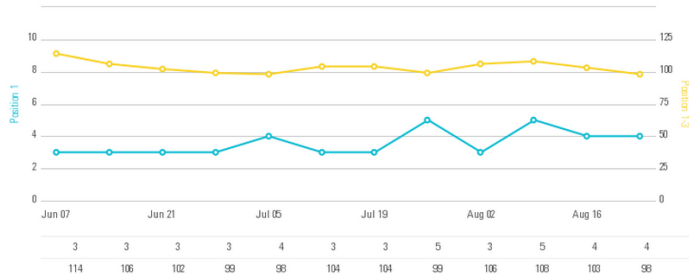


opentable.com:	
531,310 (28.85%)	
431,237 (23.41%)	
304,609 (16.54%)	
235,328 (12.78%)	

## Are we driving more traffic and conversions?



## Top 200 Non Brand Mobile Keywords Ranking Position 1 and 1-3



## Mobile Data Cube: Are our mobile pages mobile-friendly?

Keyword	Search Volume	Page	Mobile-Friendly
restaurants near me	3,350,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver#	Yes
food near me	1,000,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver#	Yes

@brightedge #share15

Share





# User Experience

- Desktop has wider pages with often more content visible

The desktop view of the OpenTable website for Perbacco restaurant. The header shows the restaurant name, a 4.5-star rating from 3918 reviews, and the cuisine (Italian) and location (Financial District / Embarcadero). A sidebar on the left contains links for Reservation, About, Photos, Menu, Gift Card, Private Dining, Reviews, and More Restaurants. The main content area shows a reservation form for 2 people on September 3, 2015, at 7:00 PM. Below the form, it displays availability for September 3, 2015, around 7:00 PM for 2 people, with time slots 6:15 PM, 6:45 PM, 8:15 PM, and 8:30 PM. A map shows the location at 230 California St, San Francisco, CA 94111. A promotional banner for Chase Sapphire Preferred is visible on the right.

@brightedge #share15

- Mobile is smaller experience with content presented differently

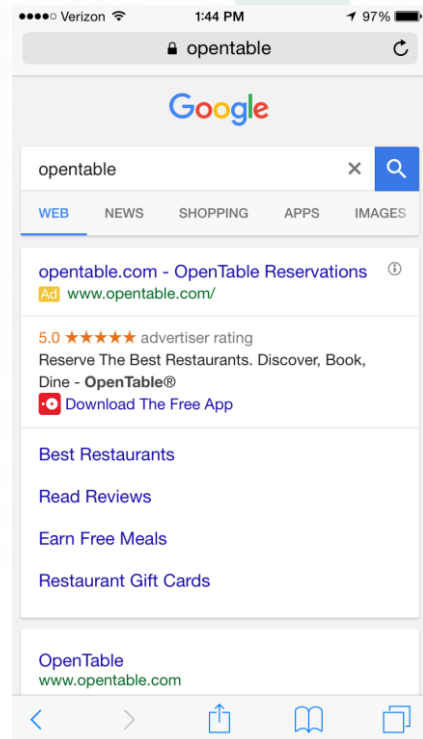
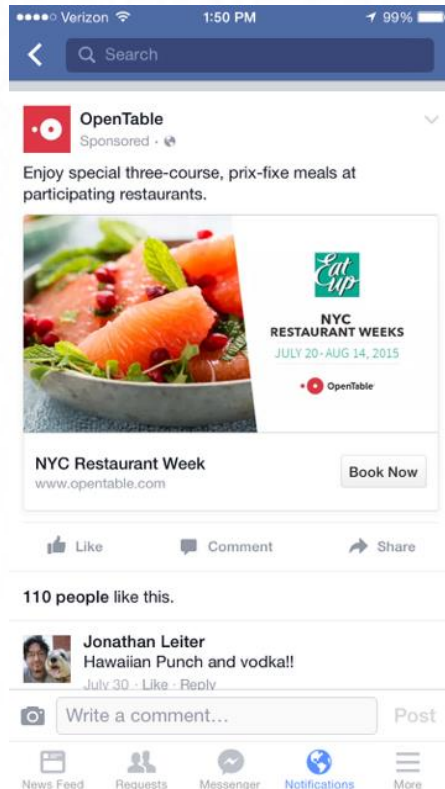
The mobile view of the OpenTable website for Perbacco restaurant. The header shows the restaurant name, a 4.5-star rating from 3918 reviews, and the cuisine (Italian) and location (230 California St, San Francisco, CA, 94111). The main content area shows a reservation form for 2 people on September 3, 2015, at 7:00 PM. Below the form, it displays availability for September 3, 2015, around 7:00 PM for 2 people, with time slots 6:15 PM, 6:45 PM, 8:15 PM, and 8:30 PM. A promotional banner for Chase Sapphire Preferred is visible on the right.

Share



# Strategy

- Sending traffic to right experience? App vs Mobile site
- Taking advantage of all opportunities? (SEO/Paid/Social/Display)
- Addressing user behavior in mobile? Tend to be looking for the concept of “now”



# Strategy

Understanding and addressing the right search terms and demand for the mobile landscape

@brightedge #share15

## Data Cube

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Apr 2015 - Aug 2015 (Monthly)

Google US (S)

m.opentable.com

Search

Overview

High Ranking Keywords

Long Tail Keywords

Content Strategies

Site Comparison

Filters

598,059 ↓53%

Data Cube Score - Search Vol x CTR

66,388 ↑1%

Total Organic Keywords

34,317 ↑2%

Ranked on Page 1

20,345 ↑0.85%

Ranked on Page 2

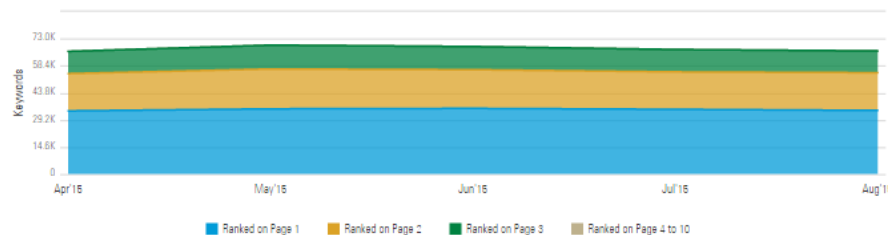
11,726 ↑3%

Ranked on Page 3

66,283 ↑1%

KW's with Mobile-Friendly Pages

### Total Organic Keywords



Month of Aug 2015 (compared to Month of Jul 2015)

Select Different Periods

Track

Columns

	Keyword	Search Volume	Page	Mobile-Friendly
<input type="checkbox"/>	restaurants near me	3,350,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver	Yes
<input type="checkbox"/>	food near me	1,000,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver	Yes
<input type="checkbox"/>	nada	823,000	m.opentable.com/restaurant/referral?rectid=154150&rectref=0&ref=	Yes
<input type="checkbox"/>	washington dc	450,000	m.opentable.com/?latitude=38.9050280&longitude=-77.0562750&address=Washing	Yes
<input type="checkbox"/>	e10	368,000	m.opentable.com/restaurants/e10-hyde-park/114625?rid=1146250&rectref=0&ref=	Yes

Share



# Lessons we have learned

- Search trends will often be your business trends as well
- Tracking in mobile can be challenging when users may visit in one platform and take action in another (ex. Visit a site and transact in App)
- User experience in mobile can mean what is prioritized is different than desktop
- Behavior and intent in mobile maybe inherently different. Does not mean there is a product issue (ex. Conversion rates and lead time)
- Keep testing and learning in your marketing efforts in mobile

# Key Takeaways

- Keep testing and learning in your marketing efforts in mobile
- Understand the value of your mobile users
- Try to stay ahead of your measurement tools
- Continue to evolve your products to create great user experiences

